

# THE POWER OF **Sustainovation**



**NICK KITTLE**  
GOVERNMENT PERFORMANCE AND  
INNOVATION COACH

# ROCK PAPER SCISSORS

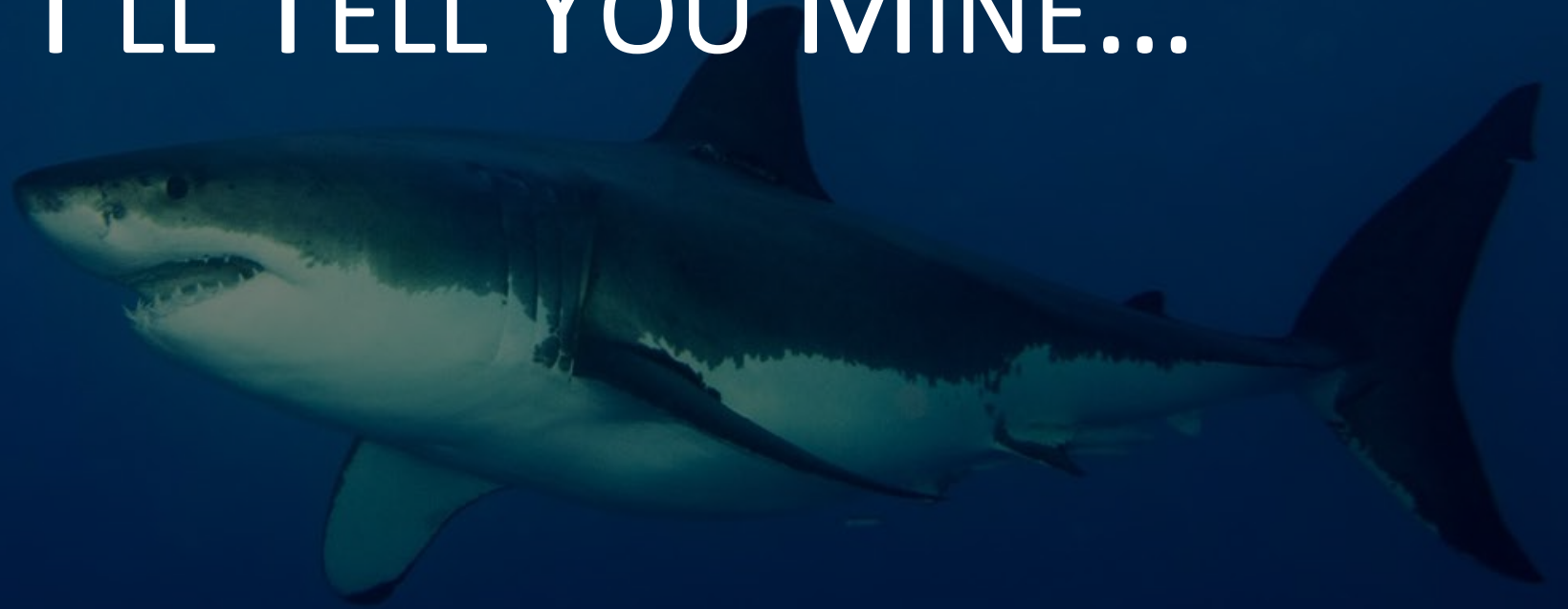
- ROCK BEATS SCISSORS
- SCISSORS BEATS PAPER
- PAPER BEATS ROCK
  
- BEST OUT OF THREE WINS AND ADVANCES TO NEXT ROUND
- RULE: YOU MUST CHEER FOR THE PERSON THAT BEATS YOU! THEY ARE YOUR CHAMPION!





TELL ME YOUR FEARS...

AND I'LL TELL YOU MINE...



A hand in a dark suit jacket points directly at the viewer. In the background, a glowing lightbulb with radiating lines is surrounded by several interlocking gears of various sizes. The entire scene is set against a dark, blurred background of a person in a suit.

WE FEAR WHAT WE DON'T UNDERSTAND.



# TRUE ENEMY

APATHY

EXIT 24

Innovation Way  
Western Row Rd

# BUREAUCRACY

Is "INNOVATION WAY" CLOSED?

EXIT  
CLOSED

EXIT  ONLY



# WHY IS INNOVATION HARD?

“RIVER OF OUR EXPERIENCE”

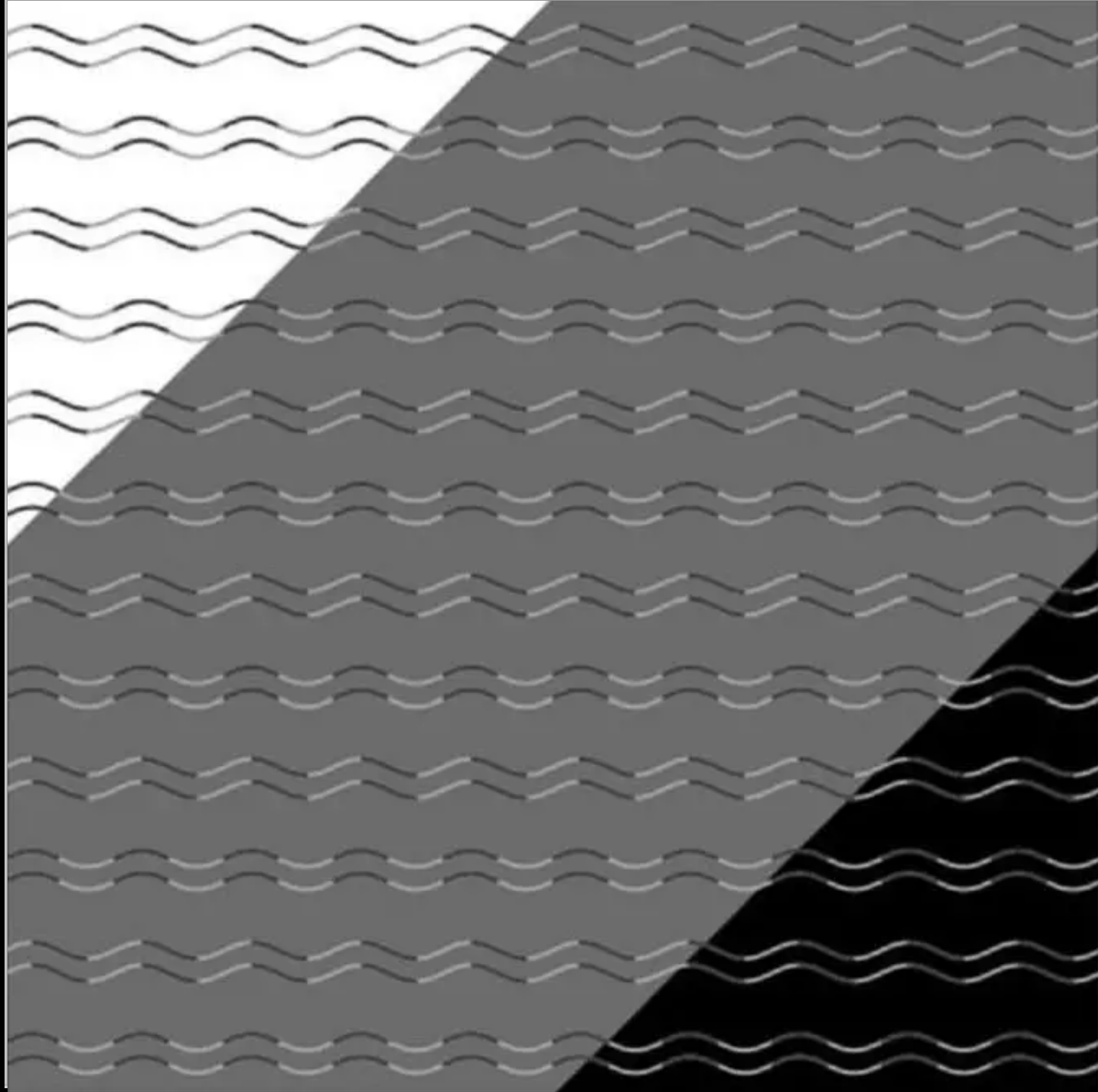
BRAIN GETS LOCKED INTO PATTERNS





# EXPERIENCE

SHAKE HANDS WITH SOMEONE.  
NOW DO THE SAME WITH THE OPPOSITE HAND.



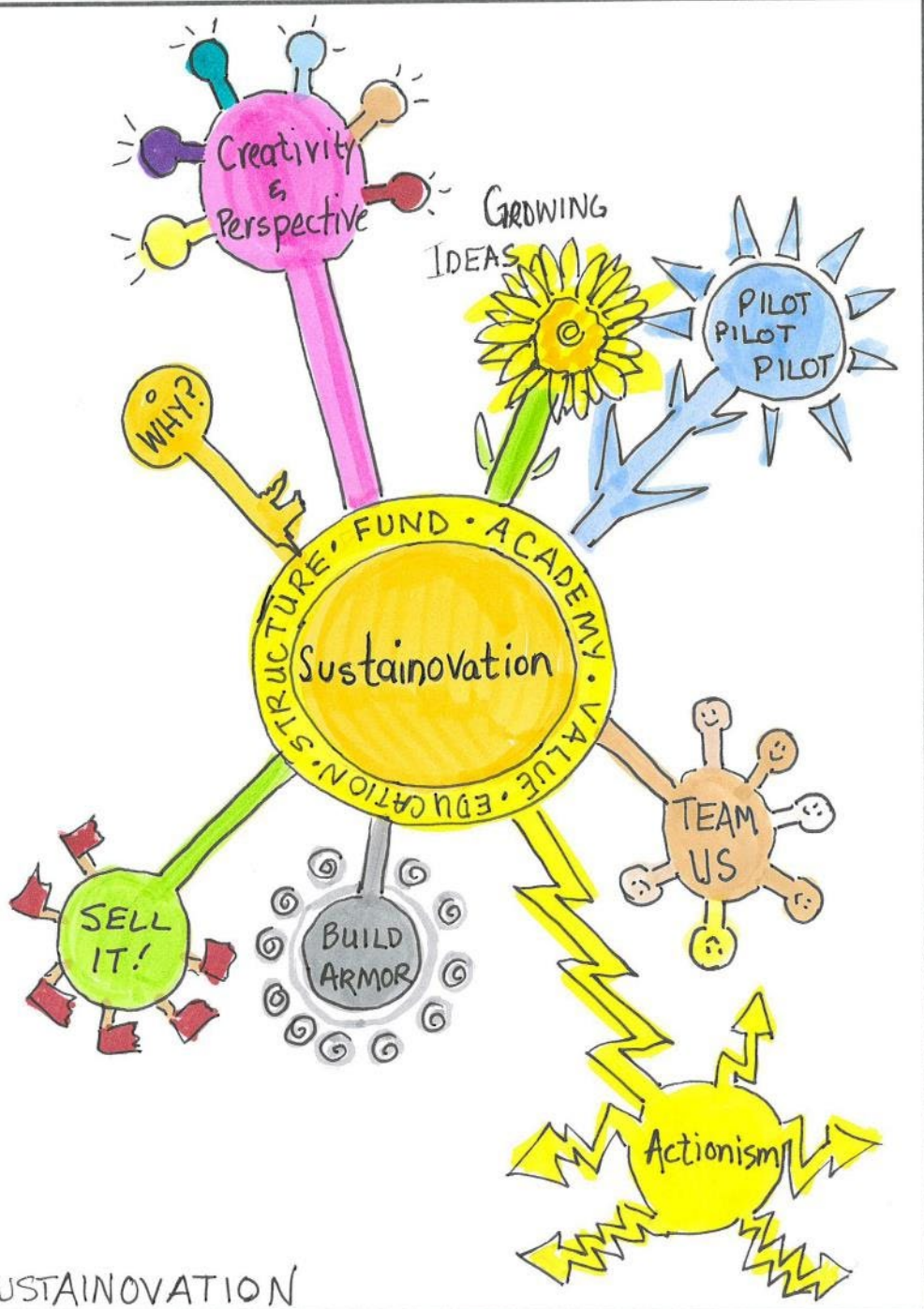


# SUSTAINOVATION

INGREDIENTS IN YOUR KITCHEN

A black and white photograph of a field of clovers. The background is filled with many clovers, some in focus and some blurred. In the bottom left corner, there is a single, vibrant green clover that stands out from the monochrome background.

INNOVATION IS CREATIVITY IMPLEMENTED



CREATIVITY  
 WHY?  
 PERSPECTIVE  
 GROWING IDEAS  
 PILOT. PILOT. PILOT.

# Sustainovation

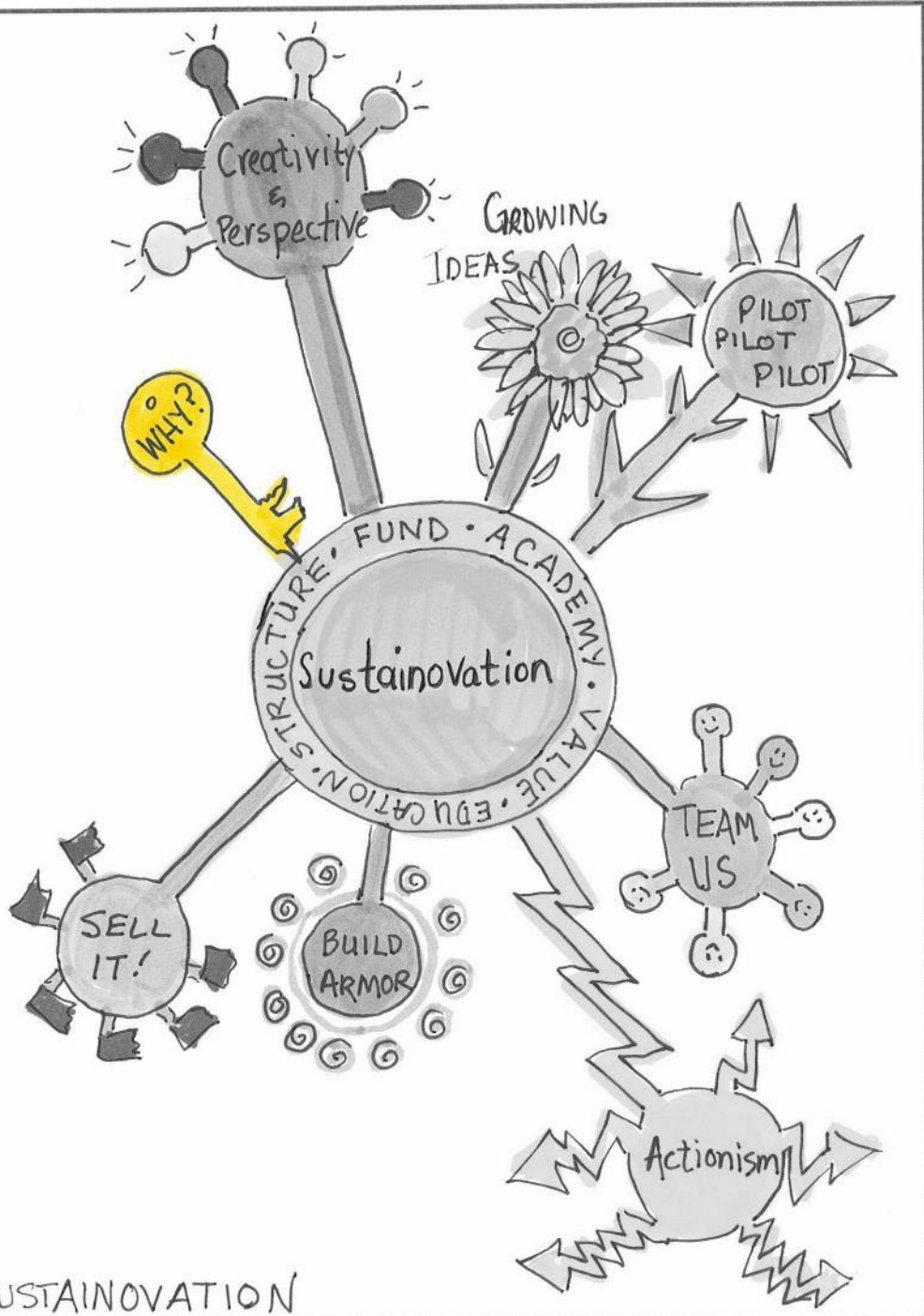
IMPLEMENT  
 TEAM US  
 ACTIONISMS  
 BUILD YOUR ARMOR  
 SELL IT!



# WHAT IS YOUR CHOP?

**CHALLENGE** OR **OPPORTUNITY**

THINK ABOUT A CHALLENGE OR OPPORTUNITY YOU WANT TO  
TAKE A WHACK AT



CREATIVITY  
 WHY?  
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# WHY IS THE KEY

WHY FINDS THE ROOT CAUSE

LINCOLN MEMORIAL





“WHY IS A FOUR-LETTER WORD.”

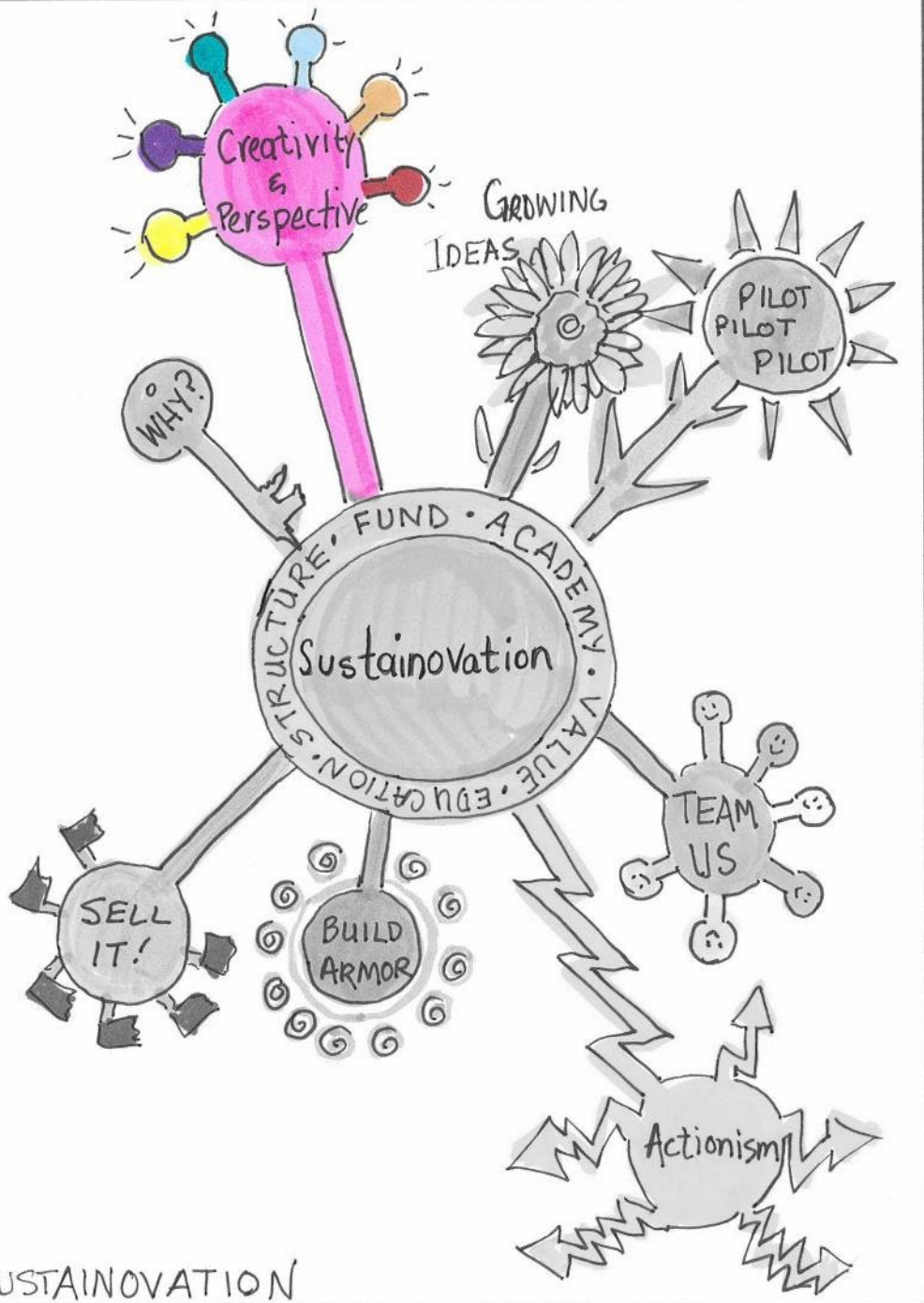
TRY HOW



# YOUR CHOP

**CH**ALLENGE OR **OP**PORTUNITY

WHY DO I CARE?



CREATIVITY  
 WHY?  
 PERSPECTIVE  
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 PILOT. PILOT. PILOT.

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# CHANGE PERSPECTIVES

LENS ON LIFE

NASA STUDY ON CREATIVITY



WHAT IS THIS? WORK AS A TEAM TO CREATE A LIST OF  
“WHAT THIS IS”. WRITE DOWN AS MANY IDEAS AS YOU CAN  
IN 1 MINUTE.

A small green plant with four leaves is growing from a charred, cracked wooden surface. The background is a dark, textured surface of charred wood, with the plant's stem and leaves providing a stark contrast in color and texture.

# FALSIFYING TRAUMA

SMALL "TRAUMAS" IMPROVE RESILIENCY

REFORESTATION OF BURN AREAS

A silhouette of a person in a yoga pose, standing on a dark, uneven surface. The person's arms are raised and bent, forming a heart shape above their head. The background is a gradient of colors from dark grey at the top to a warm orange and yellow at the bottom, suggesting a sunset or sunrise over a landscape.

# FLEX. FUSE. FRACTURE.

FLEX: HOW CAN YOU BEND THE RULES?

FUSE: HOW CAN YOU MERGE TWO (OR MORE) CONCEPTS?

FRACTURE: HOW CAN YOU BREAK IT INTO TINY PIECES?



# CHILDLIKE WONDER





“CREATIVITY COMES IN WAVES.”

WHEN ARE YOU MOST CREATIVE?

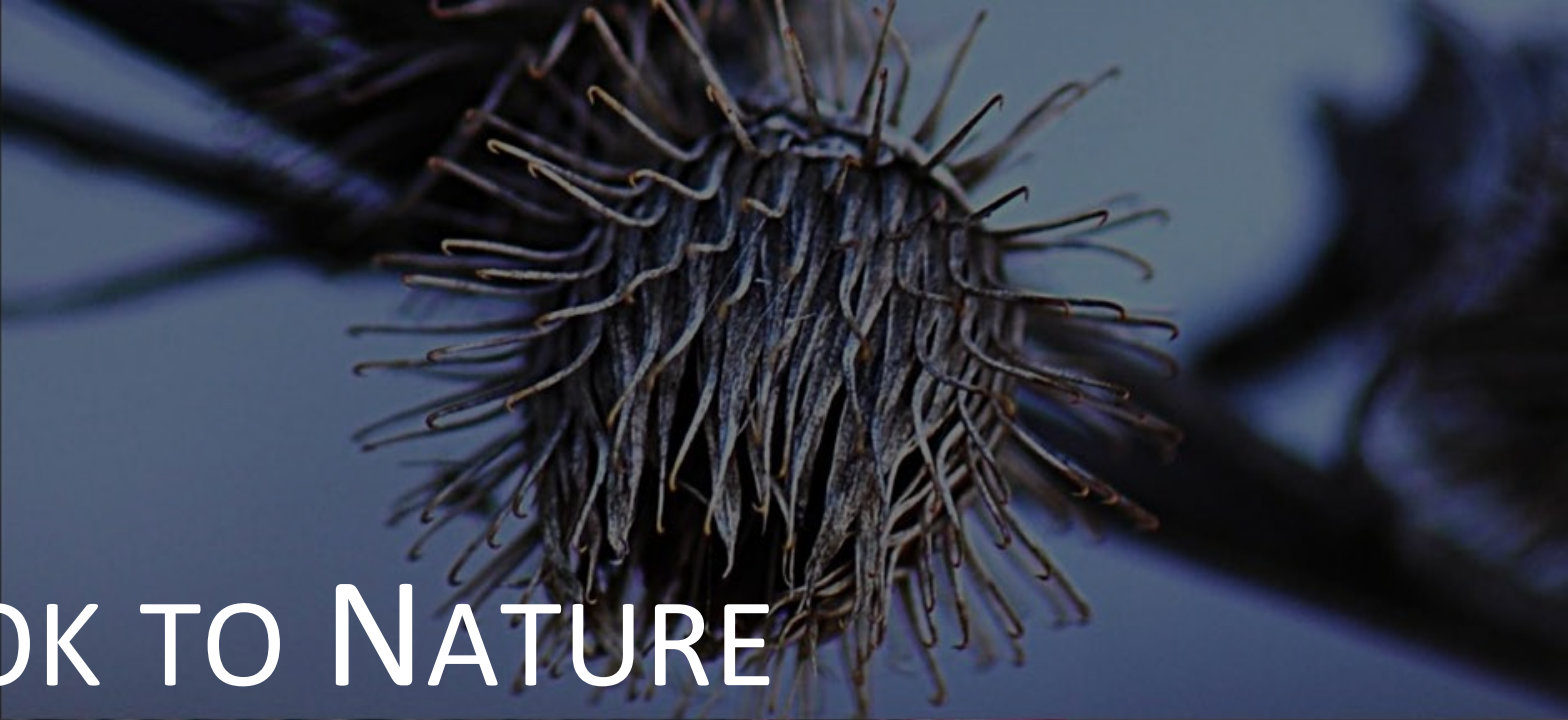
HOW LONG DOES IT LAST?

A dark blue background with a bright, jagged lightning bolt striking from the top left towards the bottom center. The lightning bolt is rendered in a light blue/white color with a glowing effect.

# FORCE CONNECTIONS

ASK EXTREME QUESTIONS TO REFRAME AN ISSUE

CONNECT CHOP TO A RANDOM OBJECT



# LOOK TO NATURE



HELICOPTER  
VELCRO  
BULLET TRAIN





# LOOK TO NATURE

HUMAN SKIN

SELF-HEALING CONCRETE



# USE ALL YOUR SENSES

HOW MANY SENSES?



# EXPERIENCE

MAKE YOUR OWN CREATIVITY SMELL

A stack of several large, reddish-brown rocks is balanced on top of each other on a rocky mountain peak. The background shows a vast, hazy landscape of rolling hills and mountains under a cloudy sky. The text is overlaid on the image in white, sans-serif font.

# GET THE BLOOD PUMPING

STAND UP AND STEP AWAY

CHANGE YOUR SCENERY.

EXERCISE REINFORCES CREATIVITY.

A silhouette of a person stands on a dark, rocky shore, looking out at the ocean under a vibrant sunset sky. The sun is low on the horizon, casting a warm glow of orange and yellow across the sky and water. The person's back is to the camera, and their arms are slightly out to the sides. The text is overlaid on the image in white, sans-serif font.

# MINDFULNESS

BE QUIET. BE STILL.

FOCUS ON YOUR BODY AND YOUR BREATHING.

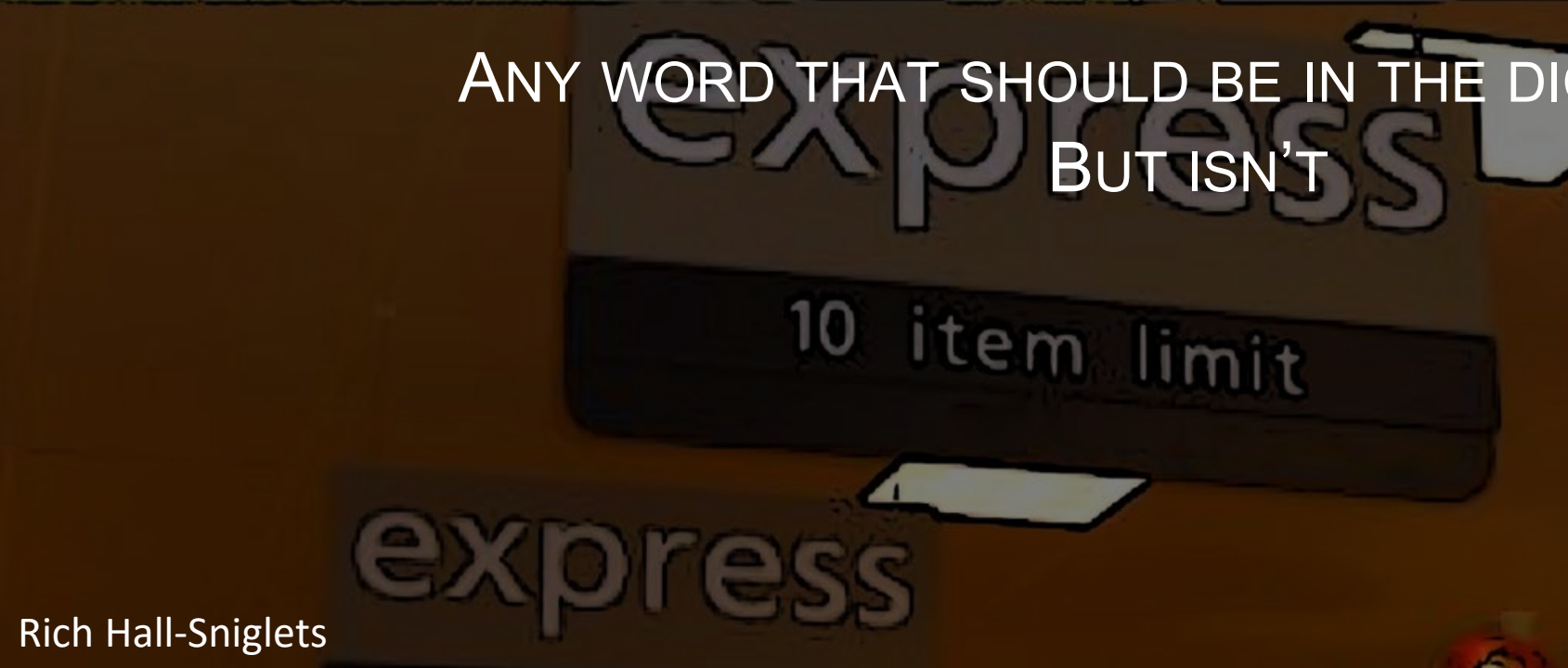
DON'T THINK.





# SNIGLETIZE YOUR WORLD

ANY WORD THAT SHOULD BE IN THE DICTIONARY...  
BUT ISN'T



A black and white cow stands in a field of yellow flowers under a blue sky. The cow is the central focus, looking towards the camera. The field is filled with green grass and numerous small yellow flowers. In the background, there is a line of trees and a clear blue sky with a few wispy clouds. The overall scene is bright and sunny.

# BOVILEXIA

THE UNCONTROLLABLE URGE TO LEAN OUT THE  
CAR WINDOW AND YELL MOO AT A COW AS YOU  
PASS.

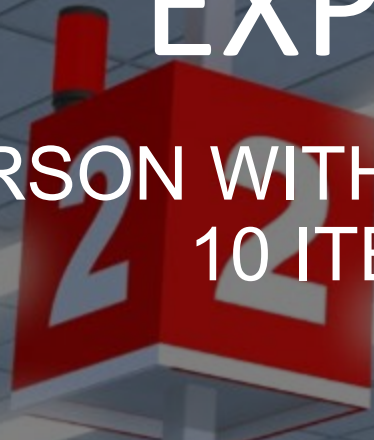


# ELLECELLERATION

THE MISTAKEN BELIEF THAT THE MORE YOU  
PRESS THE ELEVATOR BUTTON THE FASTER IT  
WILL ARRIVE

# EXPRESSHOLE

THE PERSON WITH MORE THAN 10 ITEMS IN THE  
10 ITEM OR LESS LINE





# FURBLING

HAVING TO WANDER THROUGH A MAZE OF ROPES  
AT AN AIRPORT, BANK OR GOVERNMENT BUILDING  
EVEN WHEN YOU ARE THE ONLY PERSON IN LINE.



# QUARANTINI

THE SOPHISTICATED-LOOKING MADE-UP DRINK  
YOU HAVE WHILE ON LOCKDOWN, USUALLY  
CONTAINING VITAMIN C AND LOTS OF GIN OR  
VODKA

# GAPIANA

THE UNCLAIMED STRIP OF LAND BETWEEN THE  
“YOU ARE NOW LEAVING” AND “WELCOME TO”  
SIGN AS YOU PASS BETWEEN STATES





# SOLAR ARRAYS

OREGON



A wide-angle photograph of a field filled with numerous yellow flowers, likely a biofuel crop, under a soft, overcast sky. The flowers are densely packed and extend to the horizon. The text 'BIOFUEL MEDIANS' is centered in the middle of the image in a large, white, sans-serif font. Below it, the word 'TENNESSEE' is also centered in a smaller, white, sans-serif font.

# BIOFUEL MEDIANS

TENNESSEE



# POCKET PARK BIOSWALES

WASHINGTON



# TEAM TRANSITIONS

“YOU ARE NOW LEAVING” AND “WELCOME TO”



# SUSTAINOVATION

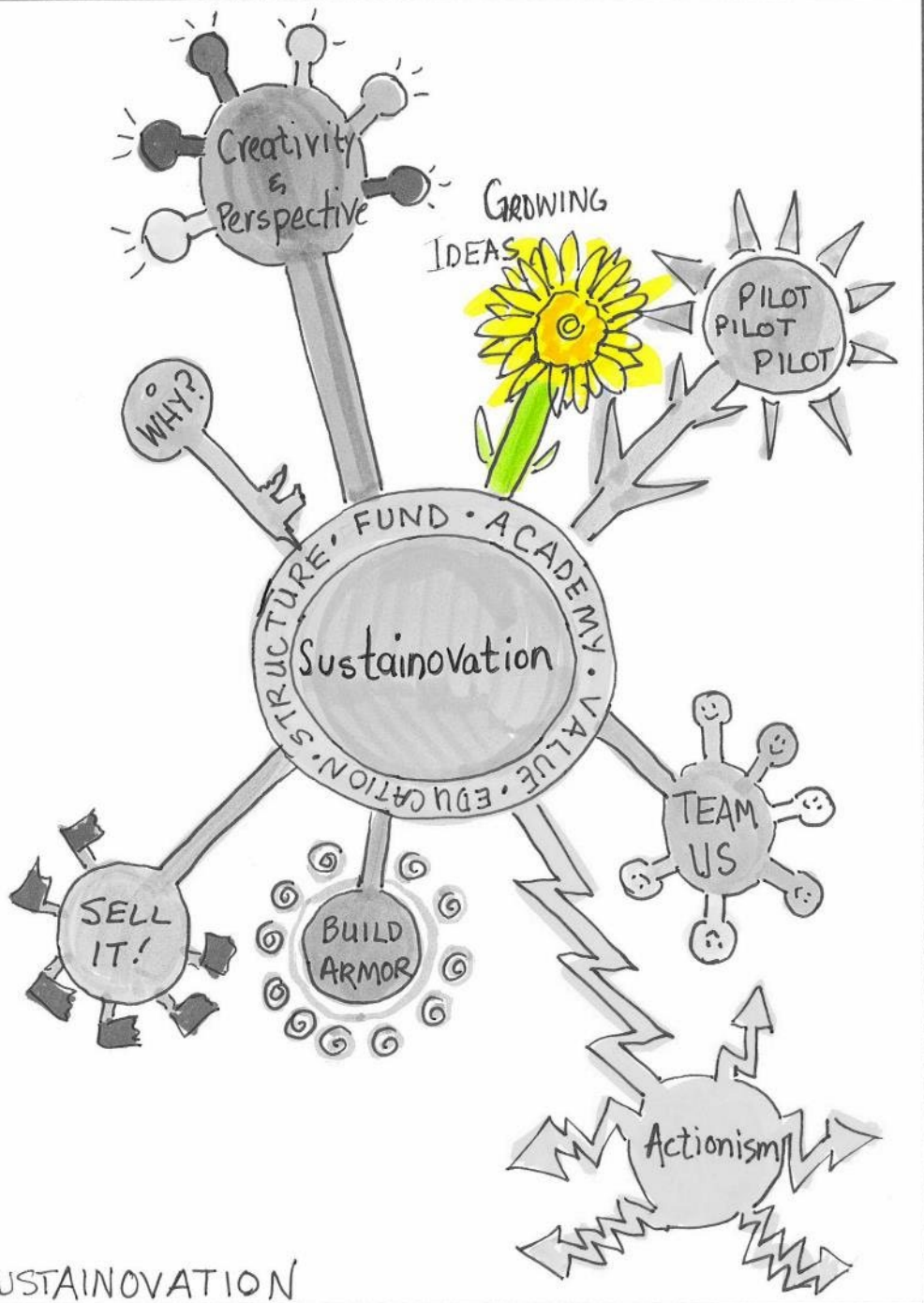
BUILDING SUSTAINABLE INNOVATION INTO  
GOVERNMENT, ONE WILDLY CREATIVE IDEA AT A TIME



# POWER OF WORDS

WORDS SHAPE THOUGHTS

PIRAHA TRIBE



CREATIVITY  
 WHY?  
 PERSPECTIVE  
 GROWING IDEAS  
 PILOT. PILOT. PILOT.

# Sustainovation

IMPLEMENT  
 TEAM US  
 ACTIONISMS  
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 SELL IT!

# BRAINSTORMING VS BRAINDUMPING

BRAINSTORMING IS CONVERGENT THINKING

BRAINDUMPING IS DIVERGENT THINKING

# WHY BRAINSTORMING FAILS

1. SOCIAL LOAFING (SOME PEOPLE LET OTHERS DO THE WORK)
2. PRODUCTION BLOCKING (ONLY ONE PERSON CAN BE SPEAKING AT A TIME)
3. APPREHENSION (FEAR OF LOOKING STUPID)





# GROWING THE BEST IDEAS

FLOWER VS WEED

PLUCK IDEAS CAREFULLY

# RAIN vs SUN

REACT. ASSUME. INSIST.

SUSPEND. UNDERSTAND. NURTURE.

# SLOW DOWN TO GO FAST

ONE WEEK

ALLOW INPUT

ADD NEW IDEAS



Break



# BUILD AND BREAK

BUILD IDEA

BREAK IDEA

BUILD IDEA AGAIN



# FALL IN LOVE

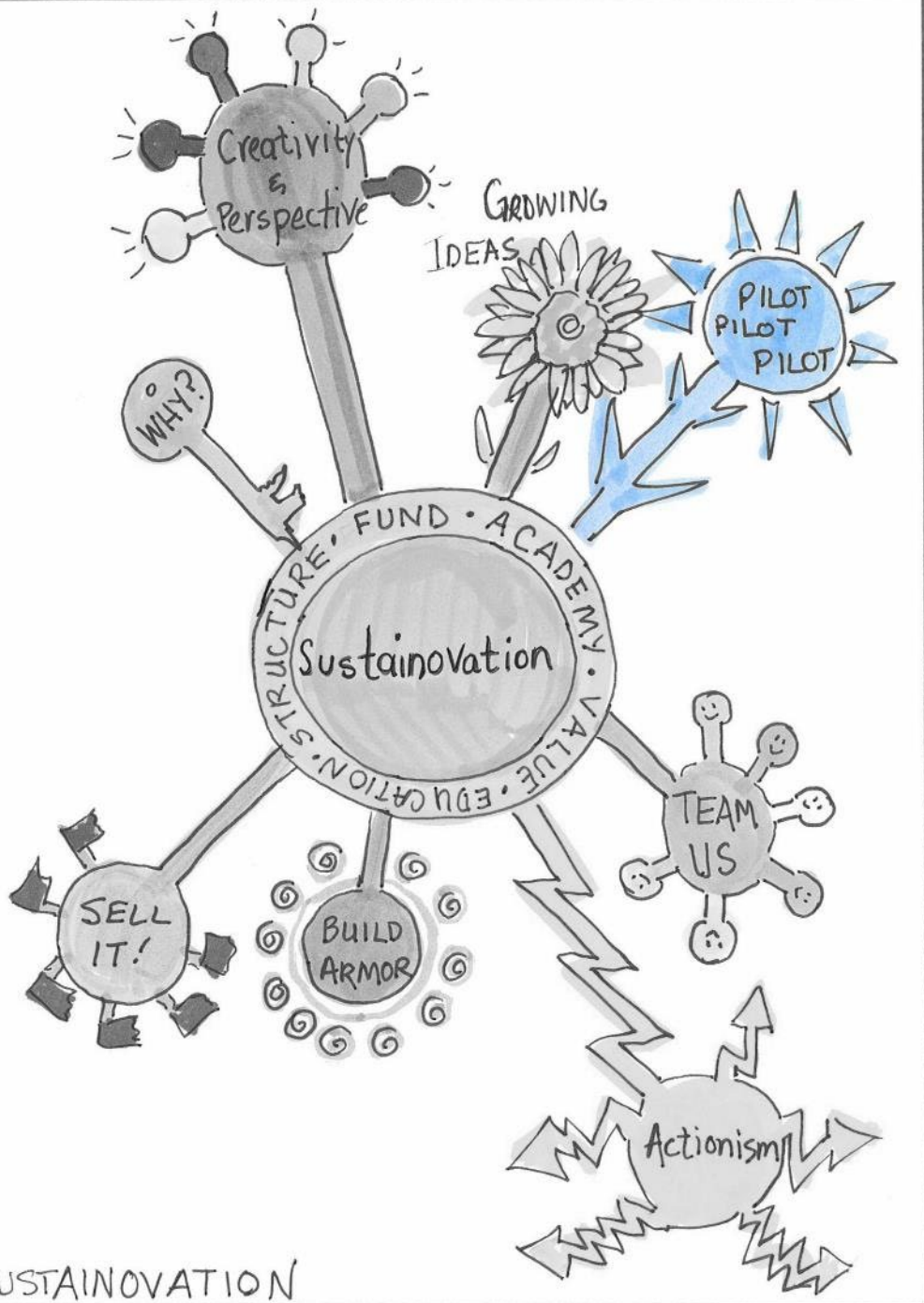
GET PEOPLE ON BOARD

DEAL WITH OPPOSITION COMPASSIONATELY



WE DON'T KNOW IT ALL

...SO ASK FOR HELP



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An aerial photograph of a lush green grassy field. Numerous paper airplanes, mostly white and some blue, are scattered across the grass, some appearing to be in flight or having just landed. The text is overlaid in the center of the image.

# PILOTS LET YOU FLY

PILOT EVERYTHING

PILOTS DON'T FAIL

ADJUST DURATION SIZE OR SCOPE



A top-down view of a lush green lawn covered with numerous paper airplanes of various colors, including white, blue, and yellow. The planes are scattered across the grass, some lying flat and others slightly raised. The text is centered over the middle of the image.

# EXPERIENCE

ONE HANDED PLANE  
PARTNER UP!

YOU HAVE THREE MINUTES TO FOLD A PAPER AIRPLANE  
YOU MAY ONLY USE ONE HAND EACH  
FARTHEST PLANE WINS

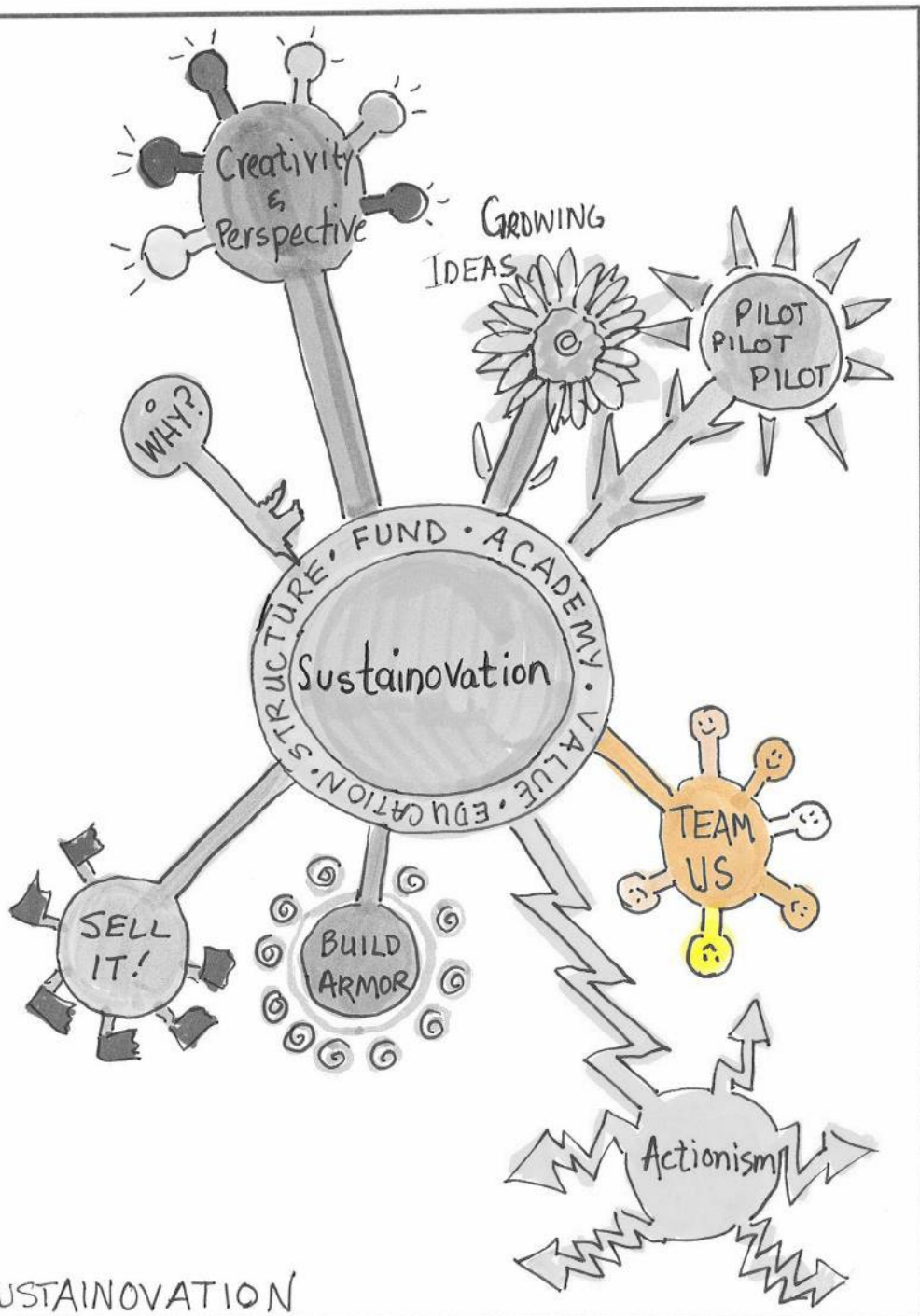


MEASURE.  
MAKE IT MATTER.  
AND *BE HONEST* ABOUT RESULTS.  
INNOVATION CURRENCY



# BLAME-FREE AUTOPSY

EVERY PILOT-WIN OR LOSE  
WHAT WORKED, WHAT DIDN'T?  
BE FORENSIC WITHOUT BLAME



CREATIVITY

WHY?

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# TEAM US

LEAD BY INFLUENCE

THAT WHICH UNITES US IS GREATER THAN THAT WHICH DIVIDES US

A RISING TIDE LIFTS ALL BOATS

A group of hands of various skin tones are shown holding a peace sign. The palms of the hands are visible, and the words "SUSTAINABLE" and "COMMUNITY" are embossed or written on them. The background is dark, and the overall tone is warm and hopeful.

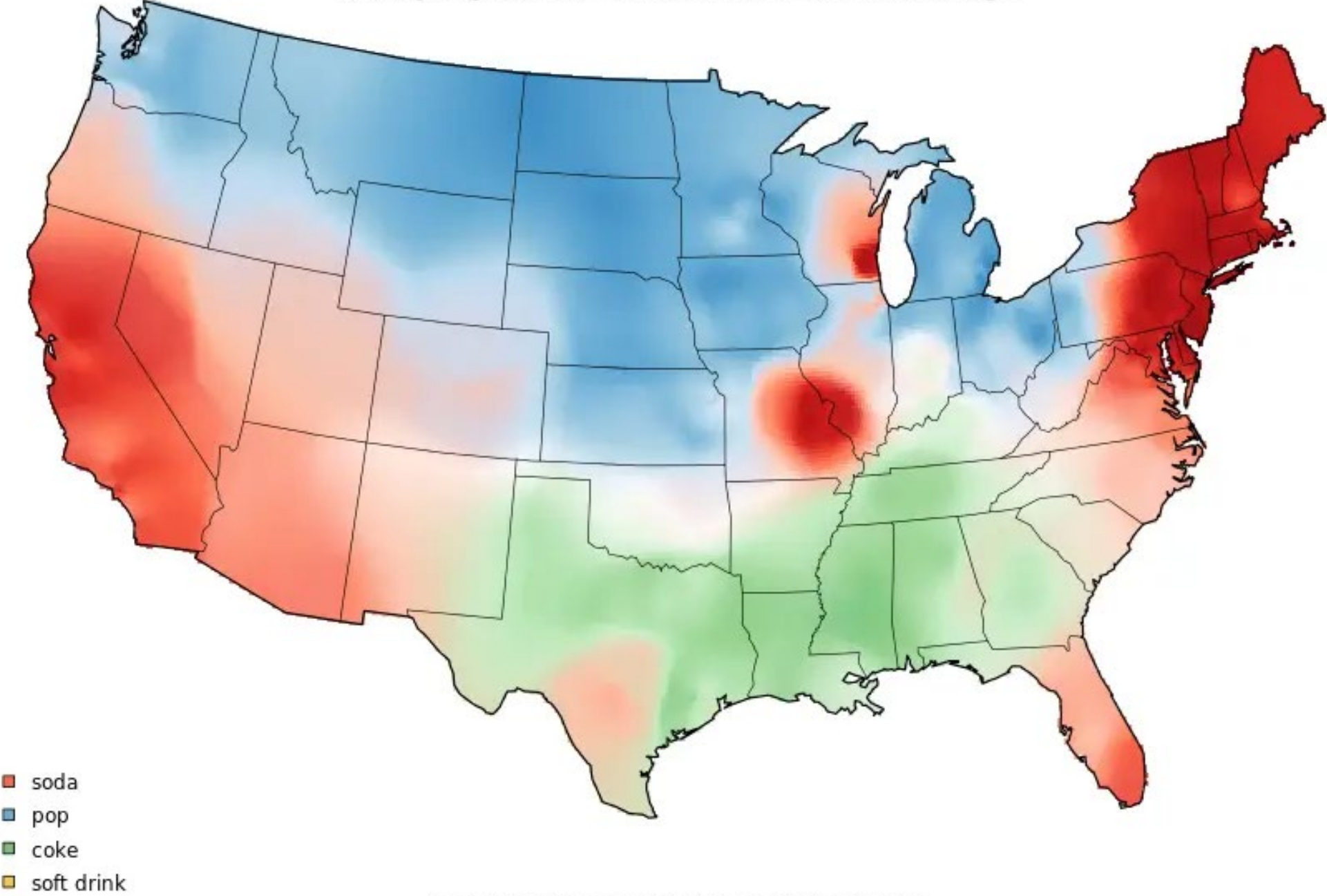
“OUR DIFFERENCES ARE NOT INTENDED TO  
SEPARATE, TO ALIENATE. WE ARE DIFFERENT  
PRECISELY IN ORDER TO REALIZE OUR NEED OF  
ONE ANOTHER.”

ARCHBISHOP DESMOND TUTU

# BEWARE OF BINARY THINKING

Us vs THEM

What is your generic term for a sweetened carbonated beverage?





A silhouette of a person with their arms raised in a gesture of triumph or joy, set against a warm, golden sunset background. The sun is positioned directly behind the person's head, creating a bright lens flare effect. The overall mood is one of inspiration and achievement.

CONNECT PEOPLE WITH PASSION

“WHAT’S YOUR PASSION?”



FIND THE COALITION OF THE WILLING

SUPPORT EACH OTHER



# SHINE BY LETTING OTHERS SHINE

HELP OTHERS FIND THEIR PASSIONS

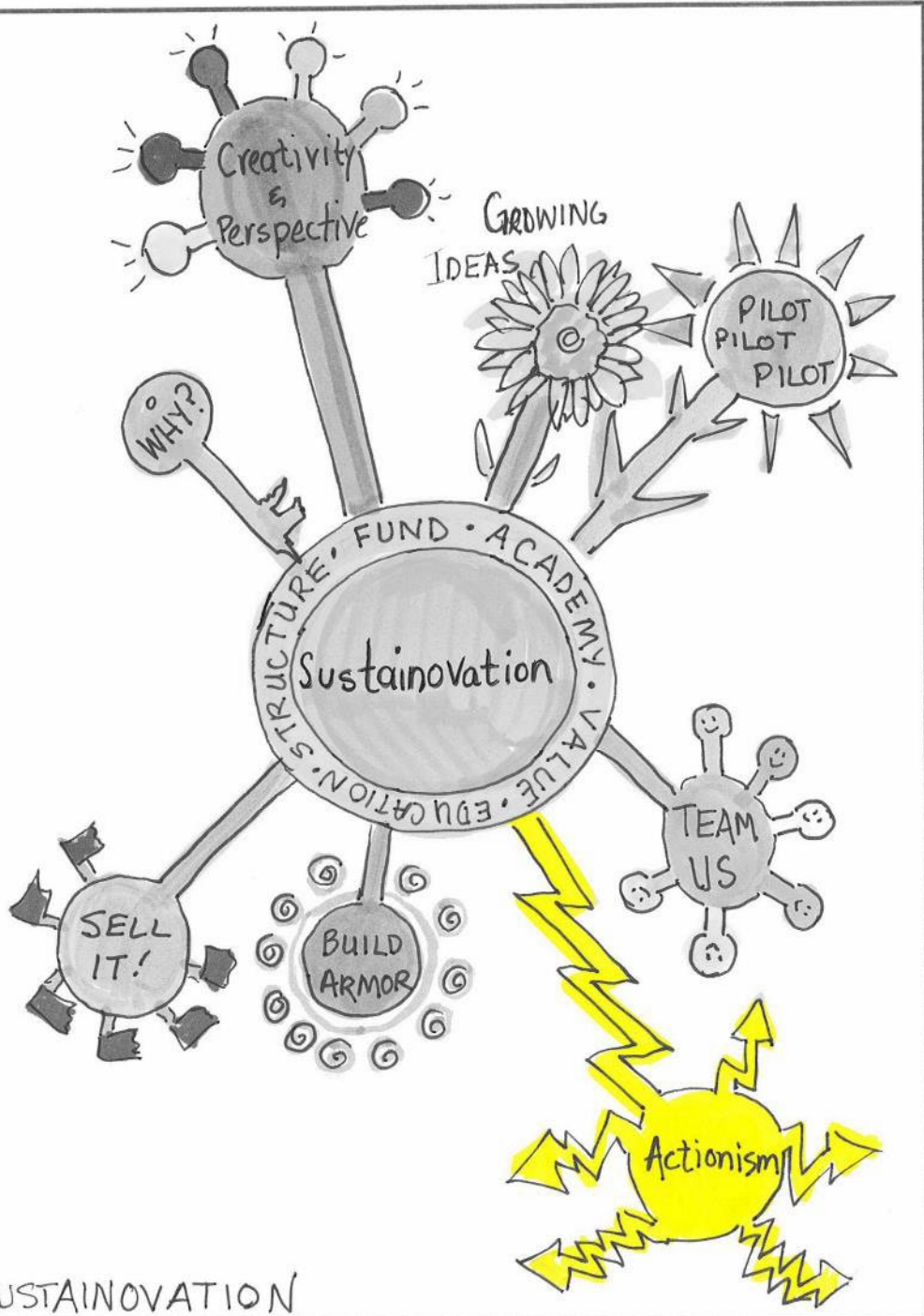
SUPPORT THEM WITH YOUR TIME

RIISING TIDE LIFTS ALL BOATS

A group of Chicago Cubs players in blue jerseys and grey pants are celebrating on a baseball field. They are jumping, shouting, and embracing each other. The background is a large, blurred crowd of spectators. The text "CELEBRATE WINS" is overlaid in white, bold, sans-serif font in the center of the image.

# CELEBRATE WINS

HOW DO YOU CELEBRATE VICTORIES?



CREATIVITY

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# Sustainovation

- IMPLEMENT
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- SELL IT!

The image features two road signs mounted on a metal post against a blue sky with scattered white clouds. The top sign is rectangular with rounded corners and contains the word "RISK" in large, bold, black capital letters. The bottom sign is also rectangular with rounded corners and contains the word "REWARD" in large, bold, black capital letters. The signs are positioned one above the other, with the "RISK" sign partially overlapping the top of the "REWARD" sign.

**RISK**

**ACTIONISMS**

REDEFINE RISK

**REWARD**



# ESTABLISH URGENCY

COMPELLING “WHY”  
FEELINGS AND FACTS

An aerial photograph showing a large-scale infrastructure failure. A multi-lane concrete bridge has collapsed into a river, with a significant section of the roadway and its supporting structure missing. The surrounding area includes green trees, a parking lot with several cars, and other buildings. The scene is captured from a high angle, emphasizing the scale of the disaster.

DOING NOTHING HAS CONSEQUENCES

REDEFINE RISK



A dirt path leads through a field of colorful succulent plants, likely sea purslane, towards a rocky hill in the background. The plants are in shades of red, orange, and green. The path is sandy and slightly uneven. The sky is a pale, overcast grey.

# MAKE A DECISION

EVERY JOURNEY, GREAT OR SMALL, BEGINS WITH ONE  
STEP

A large elephant is on the left, partially obscured by a semi-transparent dark overlay. A spotted hyena is on the right, facing the elephant. The background shows a savanna with dry grass and trees.

# EATING THE ELEPHANT

THE FIRST BITE  
LARGE SYSTEMS



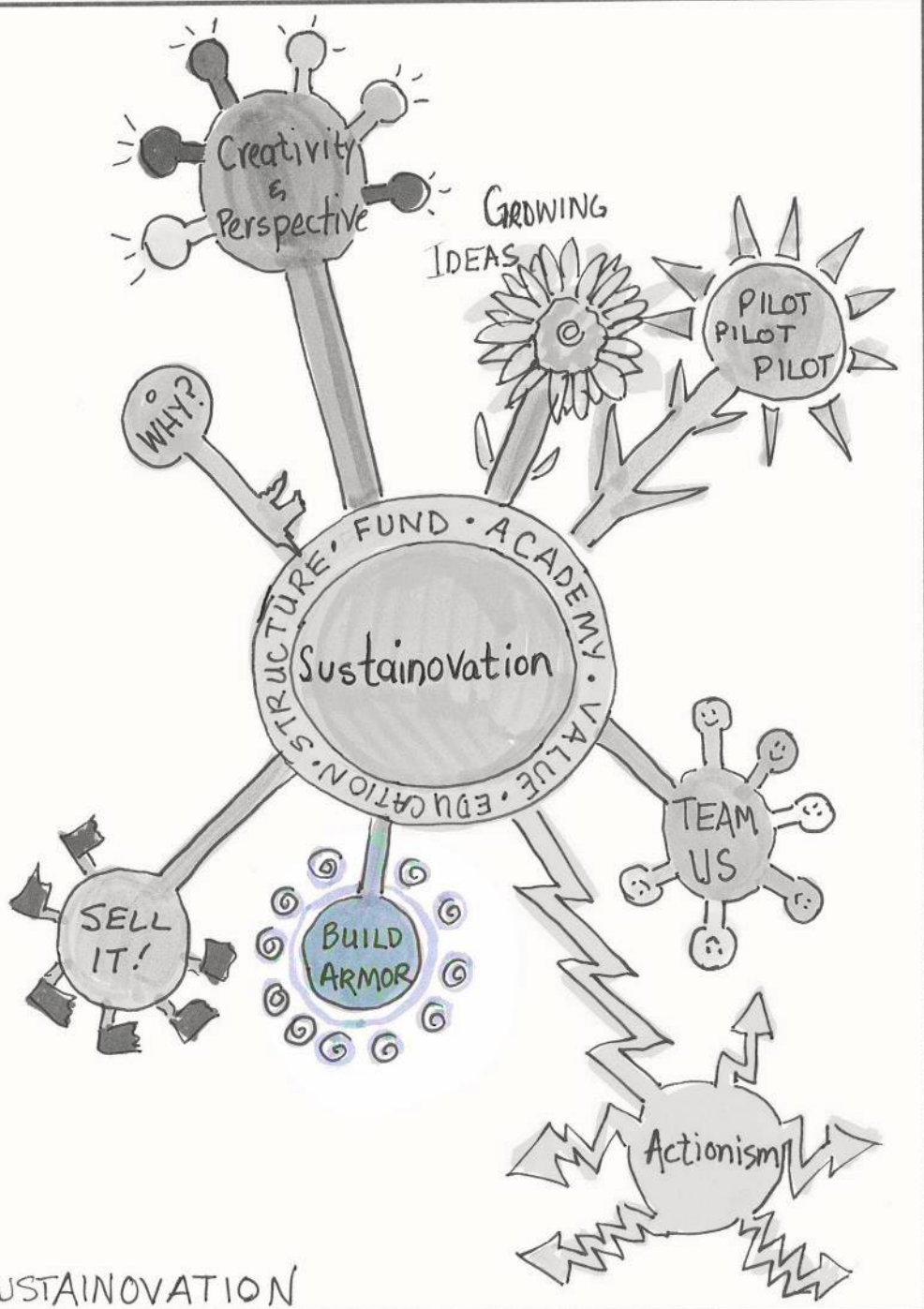
# FLIP IT

TURN DISADVANTAGES INTO ADVANTAGES



TROY, MI

|



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

PILOT. PILOT. PILOT.

# Sustainovation

IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



**BUILD YOUR PERSONAL ARMOR**

**EXPECT RESISTANCE**

A man in a light blue shirt and patterned tie is pointing at a whiteboard. On the whiteboard, there is a drawing of a stick figure standing on a horizontal line. The stick figure has a rectangular box above its head, and an arrow points from the top of the box down to the stick figure's head. The man is smiling and looking towards the camera.

NEVER BE AFRAID TO GET FIRED

LOSE THE FEAR OF FAILURE

YOU'RE FIRED!

# ASK FORGIVENESS, NOT PERMISSION

YOU WERE HIRED...

QUIT ASKING PERMISSION TO DO YOUR JOB





A hand-operated water pump in a garden. The pump is black metal with a curved handle. A bucket is attached to the spout, and it is filled with water. The background shows a garden with various plants and a stone path.

# CONSIDER THE SOURCE

DO YOU WANT TO BE LIKE THEM?

THEN WHY DO YOU CARE WHAT THEY THINK OF YOU?



# BUILD POCKETS OF POSITIVITY

THEN OBLITERATE ENERGY VAMPIRES

POSITIVITY HAS MORE INFLUENCE

NEGATIVITY SPREADS FASTER



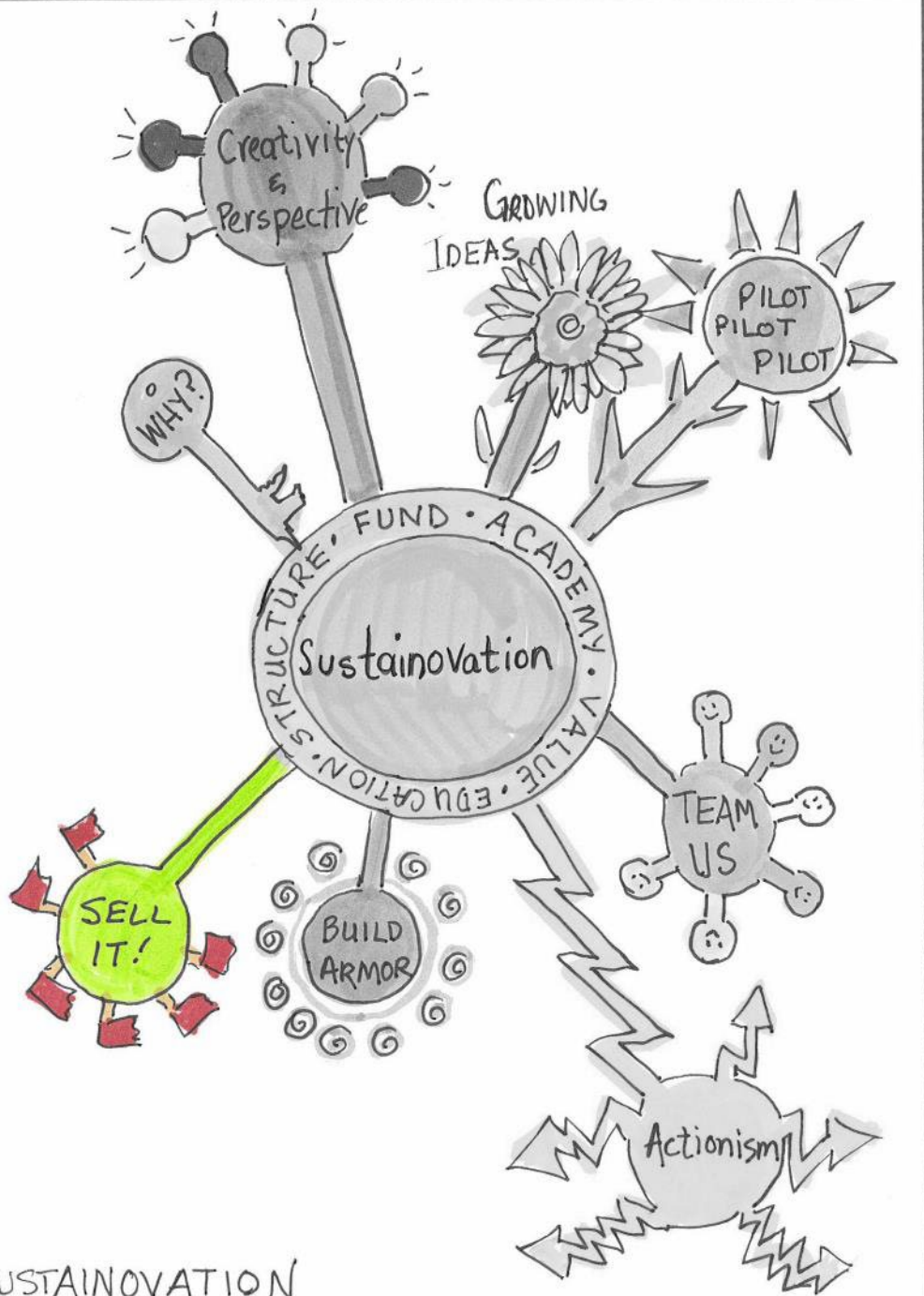
# PEOPLE GET ON BOARD AFTER

NOT EVERYONE GETS IT  
INVITE THEM TO JOIN

A man with dark, curly hair, wearing a black hoodie and black pants, is captured in a wide-legged, arms-outstretched pose on a sidewalk. He is holding a blue umbrella in his right hand. The background is a blurred residential street with green grass and trees.

# HATERS GONNA HATE

TAYLOR SWIFT RULE



CREATIVITY

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SUSTAINOVATION



# BECOME A STORYTELLER

ENGAGE EMOTIONS

DEVELOP A NARRATIVE

SPEAK LIKE A HUMAN



# FIND THE HOOK

WHY DO I CARE?

CAN YOU MAKE YOUR IDEA BEAUTIFUL? FREE? UNIQUE?

A man in a dark pinstriped suit jacket and light blue shirt is shown in a close-up, grimacing in pain as a large red boxing glove strikes his face. The background is a plain, light gray. The text is overlaid in white on the man's face and the glove.

# THE RED TEAM

WHO IS ON YOUR TEAM?

BLOODY ME NOW, NOT LATER





# LAY OF THE LAND

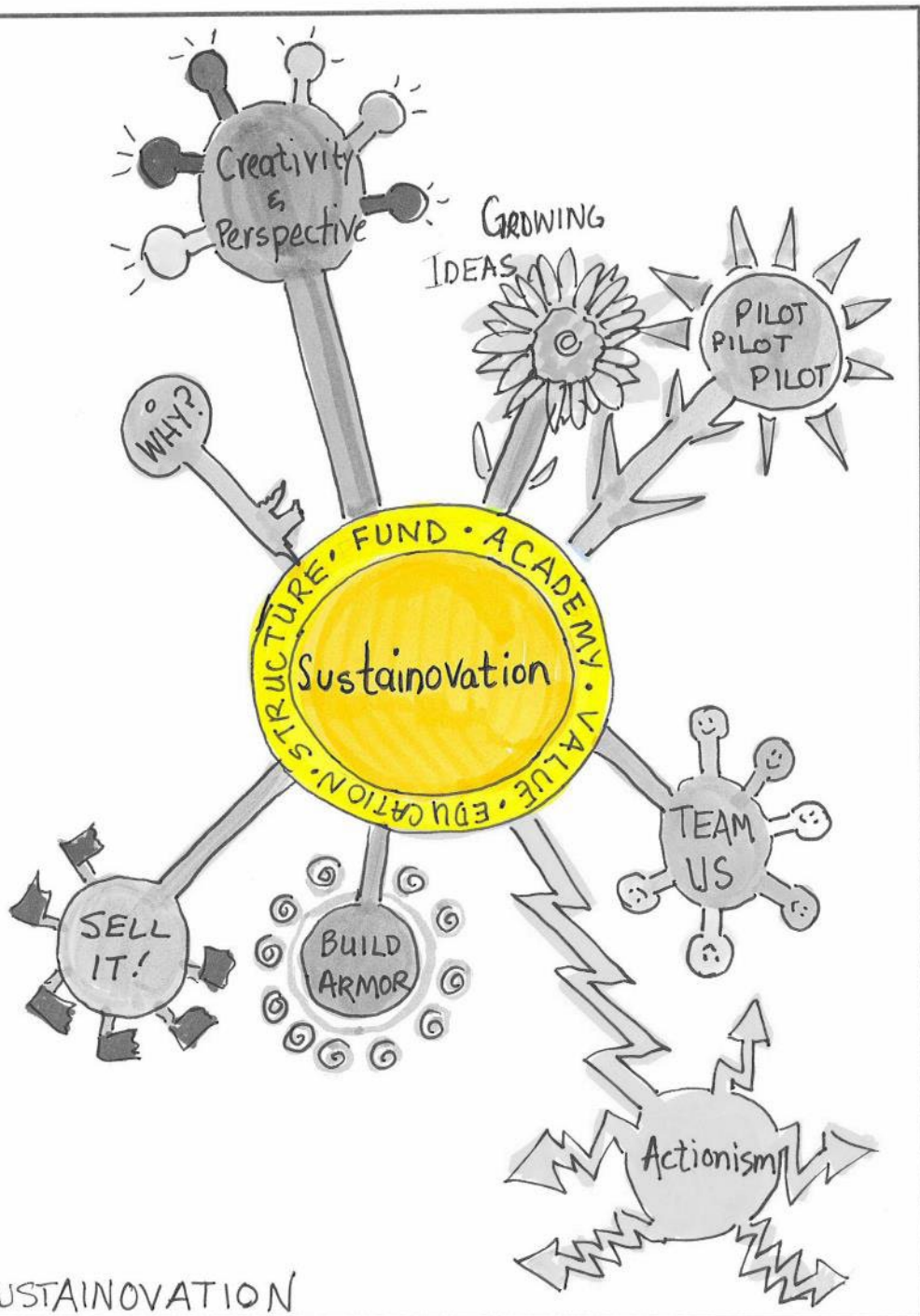
KNOW THE VENUE

GET YOUR RITUALS

CONTROL WHAT YOU CAN

A blurred background image showing several business professionals in suits walking away from the camera. The image is out of focus, emphasizing movement and a fast-paced environment. The text is overlaid in the center.

BE BRIGHT. BE BRIEF. BE GONE.



# Sustainovation



- FAVES
- FUND
- ACADEMY
- VALUE
- EDUCATION**
- STRUCTURE



# LESSONS FROM LOSING

FEAR OF CHANGE

LOCATION

AWARENESS

GOWG SYNDROME

FORCE MAJEURE

MY EGO

NO DATA

MARKET RESEARCH VS PERSONAL PASSION

POLITICS TRUMPS PERFORMANCE

CREDIT

A silhouette of a person jumping over a gap between two rock formations at sunset. The sun is a bright yellow circle in the sky, and the background is a gradient of orange and brown. The person is in mid-air, with arms outstretched and legs bent, as if they have just jumped from the left rock to the right rock.

# INNOVATION TAKES COURAGE

AND WE NEED YOU

THANK  
YOU!

NICK KITTLE  
SUSTAINOVATION  
WWW.SUSTAINOVATION.US



**Nick Kittle**

Performance and Innovation Coach,  
CEO, Keynote, Trainer & #1 Best-Selling Author

